

The cigarette that takes  
the **FEAR** out of smoking!



**O**nly one cigarette...PHILIP MORRIS...is made with "Di-Gel"  
...the great scientific discovery that protects you from  
certain harsh irritants found in every other leading cigarette.

No other cigarette...with or without filters...  
can remove all these irritants.



Offer a superior feeling of full smoothness and richness  
without richness and rare smoking pleasure of Philip Morris.

For the rich flavor and smoothness... without the need for taste-  
destroying subjects or filters. Only Philip Morris offers an  
irresistible taste. For a full, rich, smooth, and rich smoking experience.

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100 CIGARETTES